



Blossom Education Limited
Registered Company Number: 12669600
Code of Practice for Teachers/Tutors

PURPOSE

The purpose of the policy is to support the Blossom Education Limited (Blossom) team in navigating social media, and to understand how to combine their role within Blossom with a social media presence.

The Blossom team consists of midwives, lactation consultants and NCT-trained teachers.

GUIDELINES

A Blossom team member should be aware of both the limitations and opportunities presented by social media; it is a place where many mothers feel comfortable sharing their breastfeeding experiences and difficulties. It is a place where the Blossom team may be able to offer support in a range of different ways. When online, a member of the Blossom team should continue to be conscious of the need for:

1. Signposting

Signposting and referral are seen by many as the cornerstone of an effective advice network where a client can move from one agency to another in order to receive the service that best meets their needs and at which the centre is best qualified to deal with them.

This can be given via reliable links to sites or services to support information from Blossom.

2. Being aware of own limitations

As a Blossom team member, there will be times when team members will need to direct clients to a healthcare professional or a more qualified individual. Even if other members of an online community are attempting to provide suggestions or solutions, a Blossom team member should emphasise the need for real life care in addition to online discussion. A Blossom team member can help by providing helpline numbers.

3. Gathering background information

Before signposting, it is good practice for a Blossom team member to assess what level of service is required. This could be gained by asking questions to gather background information to the situation in order to tailor and direct the information or support correctly.



4. Support

Blossom team members should be aware that support can come in many formats:

- From mother-to-mother support—allowing other new mothers to express support and to enrich the online community she is involved
- From the Blossom team member based on previous training
- Signposting (point 1 above)

PRIVACY

Blossom team members may be involved in other professional roles. They should not discuss directly any mother they have supported at other times on a public forum, whether or not they are giving any personal information or there are identifying features. If this kind of support will help, please reserve this for private messaging features.

COMMERCIAL

As a Blossom team member, members can provide information about products, but they should avoid promoting them as that could be seen as an endorsement from Blossom. Please keep information on products open and fair.

PROTECTION

When taking on the role as a Blossom team member, members should be aware that their role is public and especially visible on social media. They may attract interest from others which may not always be comfortable or easy. Blossom asks that members please practice good internet safety with regards to posting personal information. They may find it beneficial not to reveal other organisation(s) they are working with or have trained with.

WHAT IS POSTED CAN REMAIN

Please remember that the internet is a public domain and contributions posted should be considered permanent. Even private groups can have a screen shot taken.

ADVOCATING IDEAS

When 'advocating' members' fields or recommendations, Blossom requires that this is done so carefully and kindly, aware that women make choices for a variety of reasons.

REPRESENTING BLOSSOM EDUCATION LIMITED

If members have made their relationship with Blossom Education Limited public on a site, they are then representing all the Blossom team and Blossom Education Limited, and are therefore required to refer to their line manager or contract for full terms and conditions in this matter.